

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

6899 MAIN STREET
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JAN 06 REC'D

December 29, 1997

RJR Account #375878

P. Cox
McLANE-NORTHEAST

FEBRUARY: DORAL B2G1F PROMOTION #800017

Dear Paul:

We have placed orders for *Doral B2G1F* pre-sleeved product as listed to pack and ship this promotion to your participating retail accounts. 575 SKUs of Displays (item #536510) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

| PO Number | Product / State | #/Cases Per Style | | \$ Amount | |
|-----------|-----------------|-------------------|-------------|-------------|-----------------------|
| | | LIGHT | LT 100 | LT MN 100 | FF 100 |
| | UPC Code | 12300-24971 | 12300-24972 | 12300-24974 | 12300-24973 |
| ER2770-01 | B2G1F / NJ | 5 | 5 | 5 | 1 2,706.33 |
| ER2771-01 | B2G1F / NY | 1 | 1 | 1 | 1 618.99 |
| ER2772-01 | B2G1F / OH | 1 | 1 | 1 | 0 550.64 |
| ER2773-01 | B2G1F / PA | 31 | 29 | 29 | 22 19,674.42 |
| | TOTALS | 38 | 36 | 36 | 24 \$23,550.38 |

Product Arrival:

January 26, 1998

Shipper Displays Arrival (Consolidated):

January 29, 1998

Ship Date to Retail:

Week of February 16, 1998

Item #536510 (Displays)

SKU CUBE: 0.8750

SKU WT (w/o Product): 1.7100 lbs

Retail Sales Offer per Sku: 21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

51846 2093

B2G1F
McLane NE

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

* 7 CARTONS: 2 DORAL LT / 2 DORAL LT 100 / 2 DORAL LT MEN 100 / 1 DORAL FF 100

* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$658.00 (47 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

51846 2094

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS
McLANE NE

FEBRUARY: DORAL B2G1F / PROMOTION #800017

RETAIL DISTRIBUTION DATE: 2/16/98

| CHAIN NAME | NO. OF STORES | # DISPLAY UNITS TO SHIP TO EACH ACCOUNT | TOTAL # DISPLAYS | NUMBER OF DISPLAYS PER GROUP PER STATE | | | | | | | | | | | |
|-----------------------------|---------------|---|------------------|--|----------|----------|----------|----------|----------|-----------|-----------|----------|----------|------------|----------|
| | | | | CT | DE | MA | MD | ME | NH | NJ | NY | OH | PA | RI | VT |
| A-PLUS/ SUNOCO | 173 | See List | 258 | | 2 | | | | | 8 | 5 | | 243 | | |
| AMOCO | 56 | 1 | 56 | | | | | | | 27 | | | 29 | | |
| BP OIL | 44 | 1 | 44 | | | | | | | | | | 44 | | |
| COASTAL MART | 28 | See List | 45 | | | | | | | 10 | | | 35 | | |
| COUNTRY FAIR | 69 | See List | 81 | | | | | | | | 12 | 7 | 62 | | |
| HESS MART | 7 | See List | 13 | | | | | | | 2 | | | 11 | | |
| HESS STATION | 46 | 1 | 46 | | | | | | | 17 | | | 29 | | |
| 7/11 - HANDEE MART | 24 | 1 | 24 | | | | | | | | | 1 | 9 | 14 | |
| INDEPENDENTS & SMALL CHAINS | 11 | 1 | 11 | | | | | 2 | | 4 | | | 5 | | |
| TOTALS | 458 | | 578 | 0 | 2 | 0 | 2 | 0 | 0 | 68 | 17 | 8 | 9 | 472 | 0 |